The Accutone Gazette

Product Development | Channel Expansion | Marketing Activities & Exhibitions

Pisces HD

With industrial-standard MMCX cable, Pisces HD is the first detachable headset equipped with an 8mm Beryllium speaker which provides a highly accurate and responsive audio output for clarity upgrades.

Gemini HD

One headset cannot fit for all music type, so Gemini HD is developed for users looking for audio tuning by simply inter-changing the three Audio-Tuning Nozzles.

Pegasus

Aside from its superb bass performance, the industrial design of Pegasus is one of its biggest strengths, with its lightweight and compact design which comes in 6 different colors for mix and match.

Mercury

Wireless stereo headset is the tender in 2015. An incredible bluetooth A2DP headset, Mercury features excellent audio performance for music, gaming and video-conferencing on your smartphone.

Gemini HD with its inter-changeable Audio-Tuning Nozzles is one of its kind in the market.

Fresh Off the Pipeline

For Accutone|Audio, this year we saw intensified competition, as fashion-driven product designs no longer able to meet customer expectations. A recent customer preference survey in 2013 revealed that over 80% of customers will consider the sound quality over looks, and 20% of customers will consider wireless headphones over their wired counter-parts.

Being a market-oriented brand owner, Accutone launched two Pro-Grade products in Pisces HD and Gemini HD, one Standard-Grade multicolored Bass-Cruncher in Pegasus, all specifically designed for audio-centric listeners.

As for Wireless solution, we have also launched a Stereo A2DP bluetooth headphone called Mercury.

Mercury: the latest bluetooth headset with A2DP stereo and excellent bass performance.

The 310MkII combines some features of the flagship Lexsus 1010 headset with a minimalistic twist.

Experiencing significant growth in our business sector, focus on office communication solutions remains our top priority. As our brand awareness improves, our product innovation and quality becomes even more crucial.

This year Accutone|Business is proud to have added three new products, including the 310MarkII, UC10 for Lync and L400.

Expanding Coverage

Accutone has always been unique in our business mix. While our priority has always been on brand building, we also rely heavily upon our ODM partners for both distribution as well as market information and product improvements.

This has been a busy year for Accutone, as we have successfully opened 17 new brand channels in both the CC&O and Audio market: 7 in Europe, 4 in Asia, 2 in Americas, 1 in Africa and 3 ROW.

As for ODM growth, there are a few global brands in development yet to announce, but we are proud to announce our first Lync headset launch in Germany for Fujitsu.

310MarkII

Further improving the highly-popular 3-series was a challenge, but our Product Creation team succeeded in improving audio performance, reliability and versatility, while modernizing its industrial design.

UC10 for Lync

Building upon the architecture of the V9, V10 bloodline, the UC10 meets the increasing demand for voice conferencing under Microsoft Lync system. UC10 features excellent echo-cancellation and Lync hook switch.

L400

A truly innovative idea, the L400 is a sturdy over-the-head noise-cancelling USB headset for both desktop/notebooks and tablets. While it isn't difficult to find a nice pair of USB headset, there are very few headset for tablets with noise-cancelling microphone.

Top Ideas for Marketing in 2014.

While we all love our little treats from time to time, finding the right treats to attract attention is not always easy. Here are some of the top marketing ideas from all our channels.

(1) World Cup 2014 Promotion (Spain)
An interesting environmentally friendly campaign, the idea is for every used headset of any brand collected, customers will receive a 20% discount towards new purchased. In fact, this still-on-going campaign is also a regional distributor race for Spain, Colombia and Mexico to see who collects 1,000 first.

(2) UK Education Fair (Philippines)
Aligning our UK brand image, hands-on demo at this student fair was a great way to introduce our products, especially when its theme was music and culture.

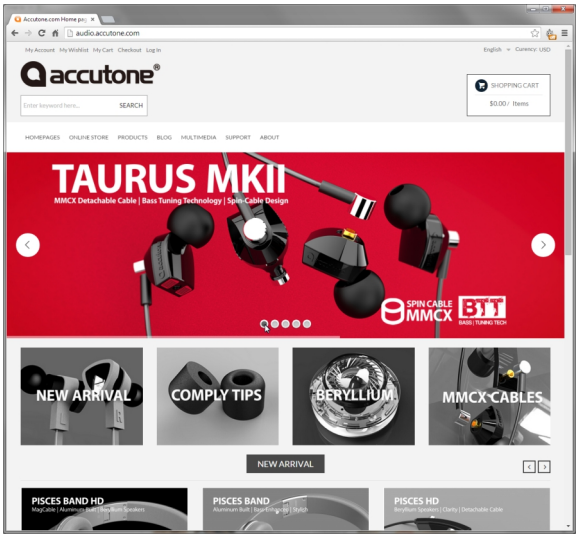
(3) Movie Tickets & Gift Promotion (HK)
Free movie tickets for shop staffs on each sale was a great way to incentivise up-selling. Whereas free recycled tote bag as gift for purchases is even more direct and promote green.

Website Revamp

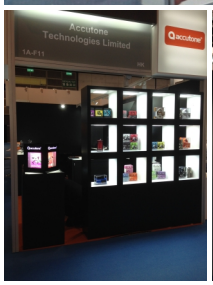
Accutone revamped its website in October, and finally combined the audio and business sections together. Using subdomain format, the sites are now audio.accutone.com and business.accutone.com. We hope that with a better synergy, the brand spill-over effect will be more greater, as business users realize the audio capability of the brand, and vice-versa for consumers to understand our heritage as well as our true expertise lie in the business headsets.

Adding to the visually attractive showcasing of products and features, the audio site now offers direct online purchases. Knowing that the initial traffic for online buyers are few, the intention of adding this feature is merely to cover regions where offline shops are unavailable.

The revamp is only half-complete, as we look forward to revamping the business site in the near future as well.



Accutone revamped its website adding online purchase to its audio products.



"Face"Time in Exhibitions

Fairs and exhibitions are also crucial for us, and it was no different this year. Grabbing as much "Face"time as possible, we truly cherish the chance to meet our partners and customers in person.

This April, Accutone Mexico attended the Mexico Expo Technologia, and as usual we demonstrated a full range of business products focusing on our strong build and audio excellence. It was a great success and the market suggests great potential moving forward.

The Hong Kong Electronics Fair is one of the biggest electronics fair not just in Asia but globally. As usual, we've attended both the April and October show, focusing on Audio products for Spring and Business products for Autumn.

Accutone uses these shows to showcase new products, and this year, we've launched four new audio products and three new business products.

From the amount of visitors during these shows, it seems that the market has revived and we look forward to 2015 with confidence.

Words from CEO | Howard

It has surely been a year of change for Accutone. From the market to our focus, to our products, to our personnel and even to our office, these changes remind us in order to thrive we must adapt.

Luckily these changes made us stronger, healthier and hungrier. But really, luck has little to do with it, it is our partners who makes us stronger, and to that we thank you for your support and hope that 2015 will be an even better year than the last one.

Renovation!

With recent growth, Accutone finally says goodbye to the "traditional" appeal of our old office. While it showed our heritage and roots, let's be honest, a makeover was long overdue.

Remaining in the same address in Kwun Tong, which as a district has grown into the heart of commerce in Kowloon East, the new office comprises of glass walls and warm spotlights. The transparency feel expresses the brand's belief in openness and team-spirit.

Large windows utilizing sunlight is another key element in the design, as this aligns with Accutone focus on energy-saving, and environmentally friendly. We look forward to meeting you here soon!